

ORDER



KLAS

Orders
Order / Rev: 36632
Alt Order #: 08828872
Product Desc: REPUBLICAN JEWISH CO
Estimate:
Flight Dates: 09/17/12 - 10/21/12
Original Date / Rev: 10/02/12 / 10/02/12
Order Type: GENERAL

Primary AE: Shelly Mooney
Sales Office: K-DAL
Sales Region: National

Agency
Name: Jamestown Associates
Buying Contact:
Billing Contact:
 5937 Jones Creek Road
 Baton Rouge, LA 70817

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Republican Jewish Coalition
Demographic: A35-64
Product Codes: PO4
Priority: LV2
Revenue Codes: AGY, POL, ISS

New Business Thru: 01/17/09
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	60	\$65,500.00	\$55,675.00
10/01/12	10/21/12	59	\$113,250.00	\$96,262.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	60	\$65,500.00	\$55,675.00	0.00
October 2012	59	\$113,250.00	\$96,262.50	0.00
Totals	119	\$178,750.00	\$151,937.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Shelly Mooney			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	18%	\$178,750.00
Market	100%	\$993,055.56

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	19%	\$188,680.56
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	13%	\$129,097.22
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	8	10/01/12	10/19/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	4	\$1,200.00	LV1	0.00	NM	4	\$4,800.00
				8 News Now 6a M-F											

MORNING NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/01/12	10/07/12	MTWTF--	2	\$1,200.00	0.00
Week: 10/08/12	10/14/12	-----	0	\$0.00	0.00

Advertiser:	<u>Republican Jewish Coalition</u>	
Product Desc:	<u>REPUBLICAN JEWISH CO</u>	KLAS
Estimate:		

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	8	10/07/12	10/21/12	8 News Now Sun 11p 8 News Now Sun 11p	CM	11-1135P	-----S	:30	1	\$1,100.00	LV2	0.00	NM	3	\$3,300.00
NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,100.00		0.00			
Week:		10/08/12	10/14/12	-----S					1	\$1,100.00		0.00			
Week:		10/15/12	10/21/12	-----S					1	\$1,100.00		0.00			
18	8	09/19/12	09/21/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	--WTF--	:30	5	\$900.00	LV1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					5	\$900.00		0.00			
19	8	09/19/12	09/21/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	--WTF--	:30	4	\$800.00	LV1	0.00	NM	4	\$3,200.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					4	\$800.00		0.00			
20	8	09/19/12	09/21/12	Live w/Kelly Live With Regis & Kelly	CM	9-10a	--WTF--	:30	4	\$750.00	LV1	0.00	NM	4	\$3,000.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					4	\$750.00		0.00			
21	8	09/19/12	09/21/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	--WTF--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$750.00		0.00			
22	8	09/19/12	09/21/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	--WTF--	:30	9	\$1,300.00	LV1	0.00	NM	9	\$11,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					9	\$1,300.00		0.00			
23	8	09/19/12	09/21/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	--WTF--	:30	2	\$1,900.00	LV1	0.00	NM	2	\$3,800.00
NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					2	\$1,900.00		0.00			
24	8	09/24/12	09/28/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	M--TF--	:30	4	\$900.00	LV1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M--TF--					4	\$900.00		0.00			
25	8	09/24/12	09/28/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	M--TF--	:30	4	\$800.00	LV1	0.00	NM	4	\$3,200.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M--TF--					4	\$800.00		0.00			
26	8	09/24/12	09/28/12	Live w/Kelly Live With Regis & Kelly	CM	9-10a	M--TF--	:30	4	\$750.00	LV1	0.00	NM	4	\$3,000.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M--TF--					4	\$750.00		0.00			
27	8	09/24/12	09/28/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	M--TF--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M--TF--					3	\$750.00		0.00			
28	8	09/24/12	09/28/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	M--TF--	:30	8	\$1,300.00	LV1	0.00	NM	8	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M--TF--					8	\$1,300.00		0.00			
29	8	09/24/12	09/28/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	M--TF--	:30	2	\$1,900.00	LV1	0.00	NM	2	\$3,800.00
NEWS AT 11P															

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Advertiser: Republican Jewish Coalition
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 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
29	8	09/24/12	09/28/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p M--TF--	:30	2	\$1,900.00	LV1	0.00	NM	2	\$3,800.00
NEWS AT 11P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M--TF--				2	\$1,900.00		0.00			
N30	8	10/01/12	10/21/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a MTWTF--	1:00	1	\$2,400.00	LV1	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				1	\$2,400.00		0.00			
Week:		10/08/12	10/14/12	MTWTF--				1	\$2,400.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--				2	\$2,400.00		0.00			
N31	8	10/01/12	10/21/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a MTWTF--	1:00	1	\$2,000.00	LV1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				1	\$2,000.00		0.00			
Week:		10/08/12	10/14/12	MTWTF--				2	\$2,000.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--				1	\$2,000.00		0.00			
N32	8	10/01/12	10/21/12	Live w/Kelly Live w/Kelly	CM	9-10a MTWTF--	1:00	1	\$1,700.00	LV2	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				1	\$1,700.00		0.00			
Week:		10/08/12	10/14/12	MTWTF--				2	\$1,700.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--				1	\$1,700.00		0.00			
N33	8	10/01/12	10/21/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p MTWTF--	1:00	1	\$1,700.00	LV2	0.00	NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				1	\$1,700.00		0.00			
Week:		10/08/12	10/14/12	MTWTF--				1	\$1,700.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--				1	\$1,700.00		0.00			
N34	8	10/01/12	10/21/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p MTWTF--	1:00	1	\$3,000.00	LV2	0.00	NM	9	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--				2	\$3,000.00		0.00			
Week:		10/08/12	10/14/12	MTWTF--				4	\$3,000.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--				3	\$3,000.00		0.00			
N35	8	10/01/12	10/12/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p MTWTF--	1:00	1	\$4,400.00	LV1	0.00	NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----				0	\$0.00		0.00			
Week:		10/08/12	10/14/12	MTWTF--				1	\$4,400.00		0.00			
N36	8	10/07/12	10/21/12	CBS News Sunday Morn CBS News Sunday Morning	CM	CBS Sunday Morn-----S	1:00	1	\$4,000.00	LV1	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$4,000.00		0.00			
Week:		10/08/12	10/14/12	-----S				1	\$4,000.00		0.00			
Week:		10/15/12	10/21/12	-----S				1	\$4,000.00		0.00			
Totals													119	\$178,750.00